

# Promoting Yourself: Why You Have to Do It and How to Do It Well

An entrepreneur promotes his new smartphone at the 2014 DEMO Conference in San Jose, California. (Stephen Brashear)

*This post was adapted from [a presentation](#) by Rhett Power, an entrepreneur and leadership expert. To learn more about Rhett, visit his website at [RhettPower.com](http://RhettPower.com).*

If you look at the most successful people in any field, you'll almost always see someone incredibly talented in the art of self-promotion. I speak with lots of professionals and often they say, "I don't have to be bothered with selling myself. I'll let my record do that."

The problem is that only people familiar with your story understand your skill set. For the rest of the world, you have to do some purposeful marketing. The fact is that marketing is required in today's business world. You wouldn't create an awesome product and never advertise it. Apply that same logic to yourself. You have to promote yourself, your ideas, your accomplishments and your business today to get ahead.

Ready to get started? Follow these steps:

- **Be confident in yourself.** If you aren't inspired by your actions or ideas, no one else will be either.
- **Determine your unique value.** Understand what makes you different than your peers: your strengths, your passions and your goals. If you left your job today, what would your company and colleagues miss?
- **Update your CV.** Ensure that your resume accurately reflects who you are and is in line with both your short-term and long-term goals. If you need help defining your goals, check out the YALI Network lesson [Setting and Achieving Goals](#).
- **Build a network.** Set up accounts at social networking sites such as Facebook, Twitter and LinkedIn. Ask those in your target audience to subscribe to your pages and update on a daily basis. Make sure your updates are germane to your business and expertise. Want to improve your networking skills in real life? Take the YALI Network lesson [Networking to Get Ahead](#).
- **Be social.** Change your profile picture and update your work status on all social media. Sell yourself by being current and providing the world with up-to-date information. When possible, find a way to display your personal creed.
- **Create your own website.** Your website should highlight your professional accomplishments and skills while reflecting your beliefs and overall value. Make it about you — not your company or clients. Learn to talk about yourself and become comfortable telling your story.
- **Become a thought leader in your field.** Use a blog or a platform such as LinkedIn to blog about your industry or profession.

Be active in your community. Look for opportunities to join local decisionmaking boards or to speak at local civic clubs. Being visible is the best way to build your audience. Nervous about public speaking? Watch this YALI Network lesson: [The Art of Public Speaking](#).

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## Using LinkedIn to Tell Your Organization's Story

Did you know that nearly 5,000 YALI Network members use the [YALI Network LinkedIn Group](#) to connect with one another and to grow their professional networks?

LinkedIn is a business-oriented social network that helps its users make professional connections, find jobs, discover leads and more. Users create their own professional profiles — similar to a digital resume — and establish connections with colleagues, potential partners and businesses.

If you are looking to share stories with an educated, affluent and professional audience, consider using LinkedIn. Its ability to engage a highly targeted, donor-rich demographic makes it a powerful distribution channel for social impact organizations.

The best way to share stories on LinkedIn is through status updates on your organization's Company Page. When sharing content on LinkedIn, be sure to post links and use images. Posts with links to other content have twice the engagement rate of posts without, and posts with images have a 98 percent higher comment rate.

Organizations should engage with their LinkedIn followers on a regular basis by encouraging them to participate in the conversations spurred by the stories you share in your status updates. You can further this participation by asking follow-up questions and writing status updates with clear calls to action.

To increase your organization's visibility on LinkedIn, you should create original content, encourage others to share your content, and give people a clear reason to engage with your content.

This article is adapted from Hatch for Good's [Guide to LinkedIn](#). Hatch for Good is a platform that provides people and organizations with the tools they need to create powerful stories and inspire positive action in the digital age. Visit [Hatch for Good's website](#) to view additional resources.

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